



**METRO TORONTO CONVENTION CENTRE  
NORTH BUILDING, HALL A & B**  
255 Front Street West, Toronto, Ontario M5V 2W6

Nov 21, 2019 - 6 pm to 10 pm  
Nov 22, 2019 - 2 pm to 10 pm  
Nov 23, 2019 - 12 pm to 10 pm  
Nov 24, 2019 - 12 pm to 6 pm

Instagram: @gourmetfoodandwineexpo  
Facebook: @gourmetfoodandwine  
Twitter: @GFWE

**2019 EXHIBIT SPACE – SPIRITOLGY PAVILION AGREEMENT**

We, the undersigned (hereinafter referred to as the “Exhibitor”) offer to take, for our use, exhibition space from Gourmet Food & Wine Expo (hereinafter referred to as the “Exhibition”) subject to the terms and conditions throughout this agreement.

EXHIBITOR INFORMATION	
Company Name (Promotional):	Phone:
Company Name (Billing):	Cell:
Address:	Email:
City:	Website:
Province:	Instagram:
Postal:	Facebook:
Contact:	Twitter:

**EXHIBITOR’S REQUEST FOR BOOTH SPACE**

(a) Booth Dimensions: (Depth) \_\_\_\_\_ X (Width) \_\_\_\_\_ = \_\_\_\_\_ Total Square Feet

(b) Total Space Rental: Booth cost \$ \_\_\_\_\_ (\$2100 per booth) Corner \$ \_\_\_\_\_ (\$250/corner)

(c) Preferred Booth Locations: First Choice \_\_\_\_\_ Second Choice \_\_\_\_\_ Third Choice \_\_\_\_\_

(c) Brands / Websites: \_\_\_\_\_  
\_\_\_\_\_

(d) Inclusions: Booth space, feature signage inclusion, area décor, promotion etc!

**DEPOSIT/PAYMENT INFORMATION**

Space Rental: \$ \_\_\_\_\_  
VINES Expo Issue \$ \_\_\_\_\_  
Digital Expo Guide \$ \_\_\_\_\_  
HS 13%: \$ \_\_\_\_\_  
GRAND TOTAL: \$ \_\_\_\_\_  
Deposit: \$ \_\_\_\_\_  
Balance Due : \$ \_\_\_\_\_

**CREDIT CARDS:** AMEX, Mastercard and VISA accepted.

Card Number: \_\_\_\_\_  
Expiry Date: \_\_\_\_\_  
Authorized Signature: \_\_\_\_\_

**CHEQUES:** Please make cheques payable to Town Media,

Sample sales will be reimbursed to exhibitors less a 10% administrative fee. I agree to the terms and conditions of this agreement and have read and understand the exhibitor rules and regulations on page two. The client acknowledges that liability is not limited to the corporate entity and that in the event of default of payment, the individual shall be guarantor and surety for full payment of the outstanding account. Contracts cancelled before September 1st are subject to a cancellation fee of 50% of the contracted amount. After September 1st, the full contracted amount remains due and payable. All sample tickets must be submitted no later than November 30th.

Date Submitted: \_\_\_\_\_ Submitted by: \_\_\_\_\_ (Authorized Signature)

By signing above, I confirm I have read and agree to all of the rules and regulations noted on page 2.

**FOR OFFICE USE ONLY**

Assigned Booth(s): \_\_\_\_\_ Date: \_\_\_\_\_ Rep: WEB

Confirmation Number(s): \_\_\_\_\_

**SCAN | EMAIL TO [foodandwineexpo@sunmedia.ca](mailto:foodandwineexpo@sunmedia.ca)**



SHOW DATES: Nov 21-24, 2019

LOCATION: MTCC

**EXHIBITOR RULES & REGULATIONS**

1. **CONTRACT:** This contract for space constitutes a contract between the Exhibitor and the Management, and in addition to its terms, shall include and incorporate the Exhibitor's Rules and Regulations printed on this application, the tentative floor plan which the parties acknowledge may be amended and modified by the Management, and the Rules and Regulations which will be sent to the Exhibitor as part of the Exhibitor's Manual, a copy of which is available upon request.

2. **LICENCE AND TERM:** The licence given hereunder shall be solely for the use and occupation of the space allocated to the Exhibitor. This shall be for the period commencing at the appointed move-in time and ending at the appointed move-out time including the installation and the removal of exhibits.

3. **INSURANCE:** Full insurance coverage during the entire duration of the Exhibition including move-in and move-out must be obtained by the Exhibitor. The Exhibitor must be prepared to furnish a Certificate of Insurance to Management upon request.

4. **QUALIFICATIONS TO EXHIBIT:** All manufacturers, importers and distributors of wine, premium distilled spirits, gourmet food and related products shall be eligible to apply for exhibit space in the Gourmet Food & Wine Expo subject to approval. The Management reserves the right to reserve, decline, or prohibit any exhibit or part of an exhibit, which in its opinion is not suitable to or in keeping with the character of the exhibition.

5. **LOCATION OF EXHIBIT:** Management reserves the right to relocate an exhibitor, as it shall deem necessary to the proper conduct of the Exhibition.

6. **SUBLICENCE OF SPACE:** The Exhibitor shall not sublicense, transfer, or apportion any part of its allotted space, shall not exhibit nor permit to be exhibited in its space any merchandise NOT a part of its own regular products, and shall not exhibit any advertising material not directly pertaining to the products exhibited except as specifically approved by the Management. Representatives of alcoholic beverages may serve product in other booths only if the company maintains its own minimum 10 x 10 exhibit as governed by all applicable Rules and Regulations.

7. **NON-DELIVERY OF THE BUILDING:** The Management will not be liable for failure to deliver the space in the event of the building becoming unavailable through fire, act of God, public enemy, strikes, the authority of the law, or any other cause beyond its control.

8. **DAMAGES, EXTENDED MOVE IN OR OUT:** The Management shall not be liable for any damages, whether direct, indirect, general, special, consequential or otherwise to the Exhibitor, its agents and employees or visitors to its exhibit whether occasioned by Management, its officers, agents or employees, or by another Exhibitor. All exhibitors must be completely set up with surrounding aisles clear, 2 hours prior to show opening and all materials must be removed from MTCC by Sunday at midnight otherwise you will be subject to a \$500 penalty plus any MTCC charges. If exhibitor moves out or tears down booth before 6pm on Sunday a \$500 charge will apply.

9. **SOP:** All alcohol to be sampled or served at the Expo must be purchased using the event SOP which will be available two months prior to the Expo. Please have your purchase receipts available at the booth at all times.

**10. PAYMENT SCHEDULE:**

Contract Signed	Deposit	2nd Payment	3rd Payment
Dec 1 to May 31	20%	40% due May 31	40% due Sept 30
May 31 to Sept.30	50%	50% due Sept. 30	
After Sept. 30	100%		

11. **CANCELLATION:** In the case the Exhibition shall not be held for any reasons whatsoever, then and thereupon the licence of the space to the Exhibitor shall be terminated. In such case, the limit of the claim for damage and/or compensation by the Exhibitor shall be returned to the Exhibitor of the amount received by the Management from the Exhibitor for licence of the space, provided that if the Exhibition is terminated for any reason during the term of the licence the amount to be refunded to the Exhibitor hereunder shall be prorated based on the proportion of the term expired up to the termination.

12. **EXHIBIT SPACE RENTAL INCLUDES:** Standard drape, 8 Staff badges per 100 sq ft, and a listing in official program subject to deadline. All other requirements and furnishings, including electrical, are the responsibility of the exhibitor. Floor covering in exhibits is mandatory.

13. **EXHIBITOR'S MANUAL:** The Management will mail to each Exhibitor, a manual which shall contain a copy of the Operational Rules and shall provide complete shipping instructions, production information and order forms for all services needed during installation, show period, and removal from the exhibition. This kit shall be forwarded to the Exhibitor's Contact Person.

14. **CANCELLATION OF CONTRACT:** Contracts cancelled before September 1<sup>st</sup> are subject to a cancellation fee of 50% of the contracted amount. After September 1<sup>st</sup>, the full contracted amount remains due and payable.

15. **INTERPRETATION OF REGULATIONS:** The Management has the right to make such changes, amendments, and additions to these Exhibitor's Rules and Regulations, as it shall deem necessary to the proper conduct of the Exhibition and thereupon the Exhibitor's Rules and Regulations and the Operational Rules shall rest with the Management and its decision shall be final. Management may require Exhibitors to make such alterations to their displays, as it deems necessary to the proper conduct of the exhibition and, on failure to comply, may order the immediate removal of the entire exhibit without compensation and at the Exhibitor's expense.

16. **BOOTH SHARING:** Is not permitted. All products represented within your exhibit space must be wholly owned by the corporation or company booking the exhibit space. The official agency of record may book booth space to present products they represent. Any exhibitor subletting or promoting products that they do not officially represent will be fined \$1000 per occurrence.

17.  **AISLES AND COMMON AREAS:** Are not to be used by individual exhibitors. No solicitation may be conducted in the aisles, foyers or common areas. Flyers, incentives and signage are not permitted in any common areas without express prior written approval by show management and may involve a sponsorship agreement. Any unauthorized solicitation or distribution in the aisles or common areas will be subject to fines of \$1000 or more per incident.

18. **SAMPLE SALES:** Are subject to a 10% admin fee plus H.S.T. Sample tickets have anti-fraud features that are outlined in the exhibitor manual. It is the responsibility of the exhibitor to ensure that all tickets are legitimate and vendors will not be reimbursed for any fraudulent tickets accepted. All tickets redeemed are subject to audit. If a discrepancy arises all vendors will be reimbursed their entitled portion of the overall profits. All sample tickets must be submitted no later than November 30<sup>th</sup>.